

## TARGETED DELIVERY OF INFORMATIONAL CONTENT WITH PRIVACY PROTECTION

### Abstract

A system and method for enabling use of detailed consumer profiles for the purposes of targeted information delivery while protecting these profiles from disclosure to information providers or hostile third parties are disclosed herein. Rather than gathering data about a consumer in order to decide which information to send her, an information provider makes use of a client-side executable software module called a negotiant function. The negotiant function acts as a client-side proxy to protect consumer data, and it also directs the targeting of information, requesting items of information from the information provider that are tailored to the profile provided by the consumer.